

## Let Quebec decide: CUP

by Peter Orr

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CUP represents more than 60 university and college student newspapers.

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The resolution specifically opposes any economic, political, or military intimidation of Quebecers. Delegates applauded an intervention citing the moving of corporate head offices to Toronto in recent years as "economic blackmail" designed to influence the outcome of the upcoming referendum.

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"Although there could be some circumstances under which Alberta (for example) could be justified in separating from the rest of Canada, Albertans would not thereby be exercising a right of self-determination because they are not a nation; they are a part of the English Canadian nation."

He said supporting self-determination did not mean endorsing sovereignty-association or independence for Quebec. Rather, he said it means the recognition of a

democratic right.

The motion on self-determination was introduced to the CUP conference held December 26 to January 3 in Toronto by the McGill Daily and was seconded by the Ubysey, the University of British Columbia student paper.

The resolution was taken by some 100 of 120 delegates as individuals rather than as representatives of CUP member papers because delegates felt they lacked a mandate from their staffs to support the stand officially.

A second political resolution passed by the 42nd annual conference of CUP supports the principle of divestment of university holdings from banks and corporations dealing with South Africa and other "racist and repressive regimes."

Also initiated by the Daily, the resolution established a CUP committee on divestment.

The CUP divestment committee will "facilitate and coordinate coverage and support from the movement to withdraw investments in repressive and racist regimes."

The divestment committee will be composed of representatives from each of the four regions of CUP (Western Canada, Ontario, Quebec and the Maritimes).

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by Rick Boychuk

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The results of the survey, which will be presented to Students' Council in early February, will be used as a



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### Ontario:

## Tuition fees increase 7.5%

CUP

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The new policy calls for an across the province tuition fee increase of 7.5 percent and

gives each university administration the option of raising tuition fees an additional 10 percent. The additional 10 percent can be applied across the board by individual universities or can be applied to specific faculties.

At the same time as the tuition fee increase was announced the Minister also announced an increase in student aid of 4 percent or \$3.3 million.

Student groups and op-

position party critics were angry about the increase.

One focus of their anger was the way in which the announcement was made and that it was made at the last possible moment. Chris McKillop, Chairperson of the Ontario Federation of Students (OFS) noted, "Stephenson did say she would have some sort of announcement before the new year, but six hours before? It's not exactly what you would call a peak news period."

McKillop and University of Toronto Students' Administrative Council President David Jones did not learn of the increase until they were contacted for comment by a Toronto newspaper reporter.

Jones said he was the first to inform Liberal Party education critic John Sweeney of the increase. New Democratic Party Colleges and Universities critic David Cooke learned about the increase in a similar manner. Both Sweeney and Cooke were reported to be irate.

According to McKillop, the tuition fee increase represents a "fundamental and regressive change in the province's attitude toward post-secondary education." He said that higher tuition fees and a smaller increase in student aid will cut off more young people from access to post-secondary education.

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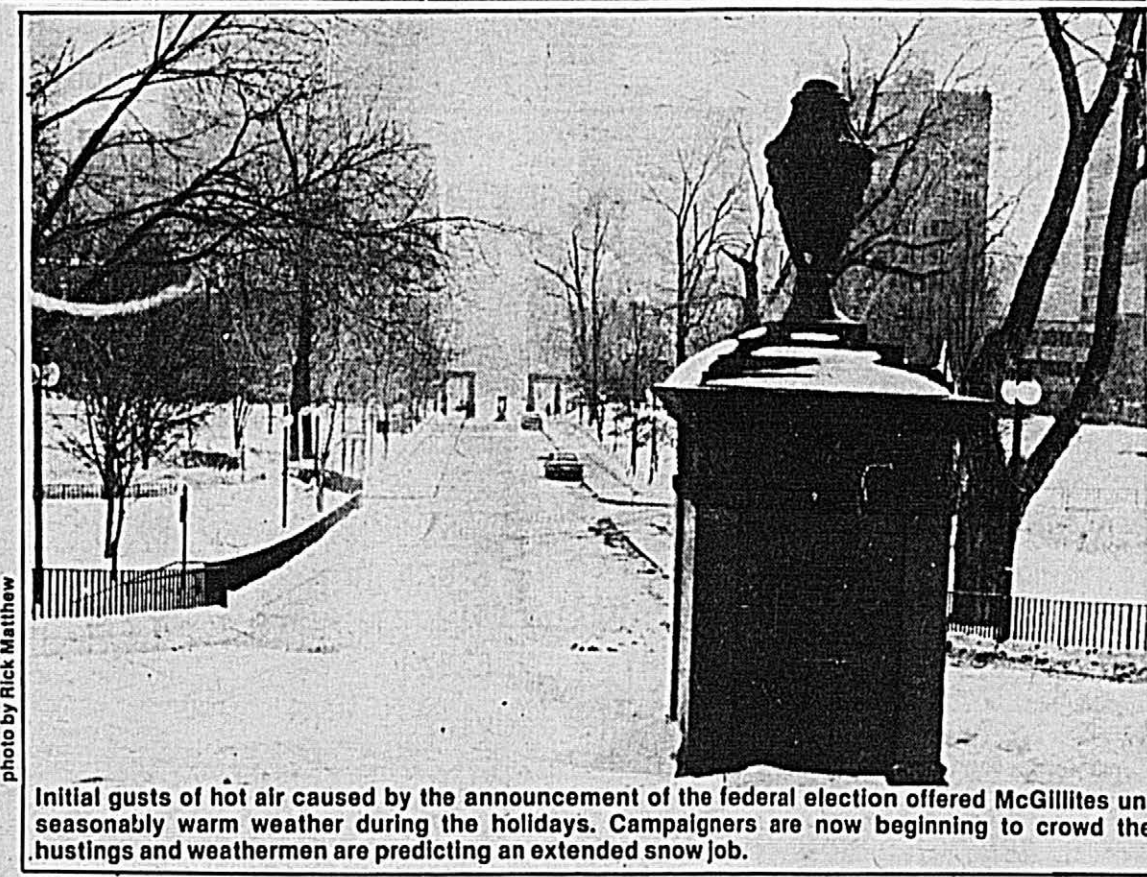
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guide in planning next year's budget.

The first seven multiple choice questions in the survey quiz students on their knowledge of the Society. Respondents are asked to estimate Society fees, who the Society represents and to describe the functions of Students' Council and Senate.

The most controversial question lists a number of student clubs or activities along with the budget money they received from the Society last year. Respondents are asked whether they think the clubs or activities should receive more or less funding.

Several student leaders say the question is misleading. Although the question states that the \$148,823 in student fees allocated to clubs and activities is exclusive of "ad-

ministration, building and business operation(s)" costs, the implication is that the latter is a small proportion of total Society fee income. However, of the \$395,453 collected in student fees this year more than 60 per cent is devoted to administration and building costs. Students contacted by the Daily said the question should have asked whether they approve of the fact that the lion's share of their fees is absorbed by the Society administration.

Also included in the survey is a question designed to "test the waters" for a fee increase. The question asks, in a clearly biased fashion: "During these times of inflation and the development of new services, would you be willing to pay an additional \$5.00 per term for Students' Society?"



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# Sexism still the key to the hard sell

by Melina Chryssochoos of the Georgian

The setting: a light-grey wall. The object: a slim brunette in a white bikini with a checkered lumberjacket swung over her left shoulder, and a small bottle labelled Wind Drift in her right hand. The caption: Some like it hot. The advertisement is for men's after-shave lotion.

Sexism in advertising is widely recognized. Articles upon articles have been written denouncing the stereotypic presentation of women.

The puzzle, however, is that the problem still exists; advertisers remain deaf and blind.

As one observer puts it: "To deny that the problem exists, in fact, is to deny the effectiveness of advertising. For what the critics are saying is that advertising, in selling a product, often sells a supplementary image as well."

In the September, 1976, issue of *Marketing*, one advertiser writes: "We're bombarded with news about the new woman. But we go on showing women as they are not now - and possibly have never been. From what we see in advertising, one could conclude that women come tidily packaged and labelled:

mother, wife, broad, and loser."

A recent marketing study concludes that advertisements are responsible for reinforcing four distinct stereotypes: that the woman's place is in the home; that women do not make important decisions or do important things; that women are dependent on men and need their protection; men regard women primarily as sex objects - they are not interested in them as people.

Chantal Leduc, co-ordinator of Action Feministe, says women are indirectly responsible for these prevalent images: "Women have never reacted; therefore advertising reflects this passivity."

"According to the various ads, a woman's life ends at the age of 35. Advertisers are not only selling their product, they're also selling this type of ideology which is detrimental to most women. If you look around, not many women look like the models in the ads; but they're always trying to achieve that magazine look, no matter what price they have to pay."

Advertisers view the subject differently. According to the retired president of the ad-agency Cockfield, Brown, every ad must adhere to two fundamental rules. The first is to attract attention; the second, to convince.

"If a person doesn't recognize sexism," he said, "then surely he is half dead. Of course, women are portrayed as beauty objects - if they weren't advertisers would be wasting their money."

"Beautiful women are used for the sole purpose of attracting attention, but if the message used to sell the product is not convincing then the advertiser has failed."

"The type of woman used in the ads is contingent on the product. For example, if you are selling Laura Secord puddings you can't very well place a sexy blonde in your ad. In the same way you wouldn't use a 50-year-old in an ad for cosmetics. The entire secret behind effective advertising is researching one's target audience to find out what sells."

In *Ad Age*, one author writes: "Actresses and models also contribute to the stereotype problem, often falling into the curler, coffee cup, mommy, mop-wielder, supermarket shopping cart caricatures because this is what they felt they should look like if they were going to be called upon to play housewives."

Danielle St. Amour, school director for the Audrey Morris modelling agency, admits models have the power to change these stereotypes by convincing advertisers to modify their views.

"The advertiser," she said, "usually comes to us with his finished ad and says he is looking for a certain type of girl to fulfill the character. We refer to him to a model and then she is responsible for adapting herself to the role. Most models, however, conform to the traditional images."

"I definitely agree that advertisements are responsible for the stereotype of a

You can feed the kids and the gerbils.  
Pass out the kisses.  
And get to  
work by  
5 of 9!



You can bring home  
the bacon.  
Fry it up in a pan.  
And never let him  
forget he's a man!  
Because you're a  
woman!



Compliments of Charles of the Ritz

the new 8 hour perfume  
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beautiful woman. Men can be slob but they want the girl holding onto their arm to look like a fashion model, no less."

The issue advertisers choose to ignore is that a new breed of women has emerged, women concerned with more than having their wash being a shade whiter than their neighbours, their teeth their brightest white, or their body velvety smooth.

The publisher of *Ms.* magazine said: "Women's self images are changing. A woman now sees herself as increasingly aggressive and dominant - those admirable qualities in a man, that if found in a woman, used to have her instantly labelled a bitch. Not any longer."

Sonya Sinclair, in *Canadian Business*, wrote: "Today's woman works because she has gone to school long enough to discover she has talent worth utilizing, and is bored with housework, tired of being totally dependent on her husband and most important of all, she sees motherhood transformed from a lifetime vocation to a brief interlude."

Statistics prove there has been quite a change. Women constituted approximately one third of Canada's labor force in 1977, compared to 22 per cent in 1956. In 1978, in Quebec, 36 per cent of the female population worked outside the home.

"All our models are intelligent," said St. Amour, "Some are studying law, others management, accounting, etc. and use modelling as a part-time job to pay for their studies. The dumb model is an outdated concept and one that would not survive too long in the business

today."

And perhaps the days of sexism in advertising are numbered as well. Concrete steps are being taken to eliminate the problem. In Canada, the Advisory Council on the Status of Women has recommended to the Canadian Advertising Association Board the adoption of a new clause in the Canadian Code of Advertising Standards, which stipulates:

"No advertisement shall be prepared, or be knowingly accepted, which would demean women or result in damage to women's aspirations for full and equal role in Canadian society. Advertisers are encouraged to portray women positively to encourage such aspirations."

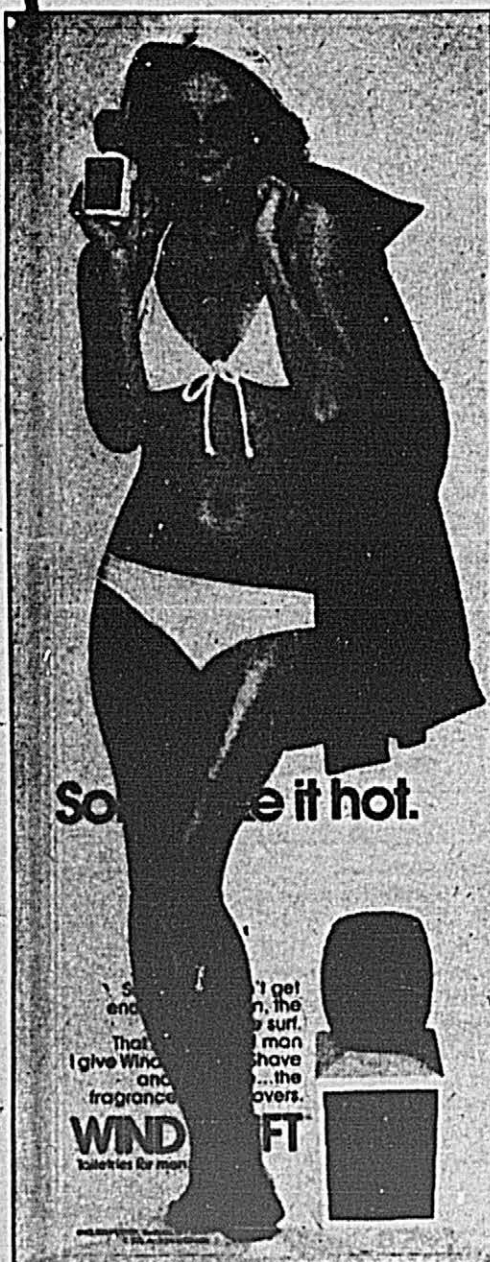
Leduc, in collaboration with 11 other women, has published a booklet called "Le Sexisme Dans La Publicité". It examines sexism in all media and includes a chapter dedicated to telling women how they can actively voice their opinions on the topic.

She said that since last year, prominent feminist groups have been meeting, every two months, with well-known advertisers to discuss methods to end this form of advertising.

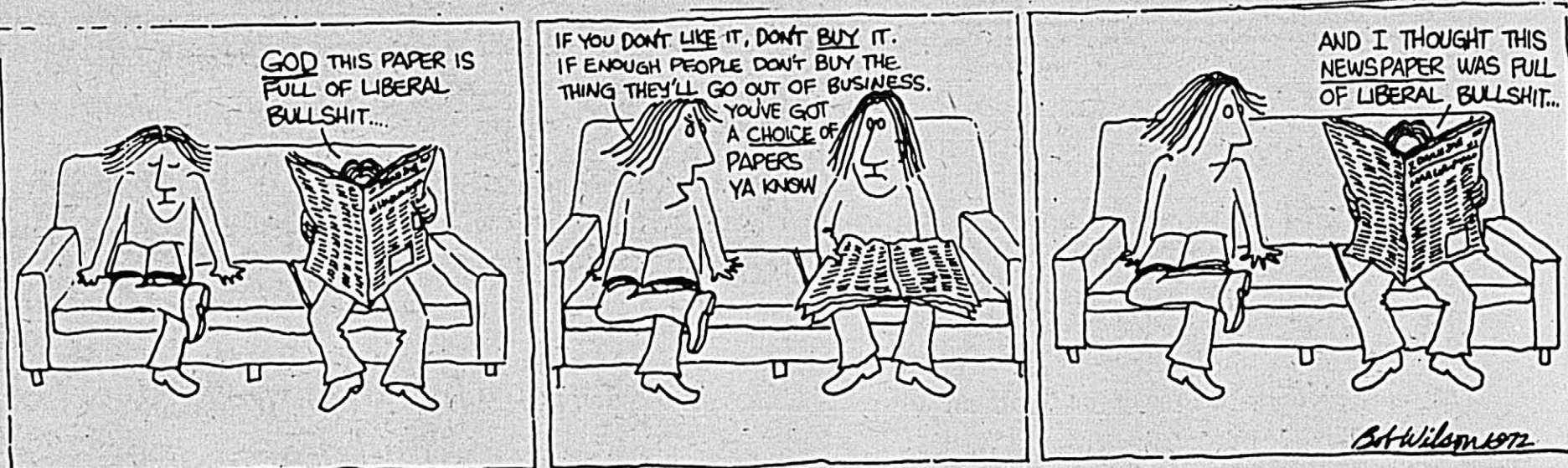
"Steps are definitely being taken to end sexism and I think one year from now, we will see great improvements."

"I'm very optimistic that changes will occur. For one, advertisers are now listening, something which was rare until recently. Also, more women are becoming actively involved."

"It's time to demand our rights," Leduc concludes. "There's no one else who will do it for us."







## McGill medical faculty stages benefit concert for refugees

by Peter Orr

Students in McGill's Faculty of Medicine are bringing together some of Canada's top artists at 8:00 p.m. Friday to do a benefit for Southeast Asian refugees.

Drawing on talent from the National Ballet of Canada, Les Ballets Jazz de Montréal, and the Tudor Singers of Montreal, organizers hope to sell out the 1200 seats in St. Patrick's Church.

The \$10,000 they expect to raise for the McGill Faculty of Medicine Refugee Fund, will be administered by the Quebec Committee to Aid Southeast Asian Refugees which is an observer at the United Nations. The Committee distributes funds for sponsorship of Vietnamese "boat people" and channels aid for Cambodian refugees through Thailand.

The stars of Friday night's show are Karen Kain and Frank

Augustyn of the National Ballet. Both hold awards from the Moscow International Ballet Competition and both have toured with Roudolf Nureyev.

Dance soloists at the benefit are founding members of the chamber group Ballet Revue, David Rozander and Cynthia Lucas.

The Tudor Singers, a group with a repertoire including works spanning the middle ages and the twentieth century, will also be performing for free.

Tickets for the benefit to be held at 460 Dorchester St. West are priced from \$7.50 to \$25. The expensive seats have been sold out to doctors in Montreal hospitals.

Advance tickets are available at McIntyre Medical Building. Tickets for limited visibility seats at \$4 will be available at the door one hour before the show starts at 8 p.m. For ticket information call 866-3803.

## Voter's guide for students in transit

by Ann Brocklehurst

Out-of-town students hoping to exercise their democratic rights in the upcoming federal elections will have to wade through some red tape before casting ballots.

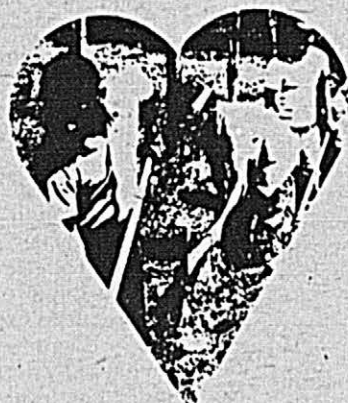
Students who voted at home last May 22nd will not be on the preliminary voter lists of the electoral district in which they currently reside.

Those who have set up so-called "ordinary residence" in Montreal must phone the local returning officer and arrange to have their names placed on the revised official voting list. Phone numbers can be obtained from directory assistance by asking for the Elections Canada office in the riding in which you reside. The

revising period will take place from January 25 to February 4.

For students whose "ordinary residence" is still where it was at the time of Joe Clark's victory, other precautions must be taken in order to vote. If they can't make it home election day advance polls will be held February 9, 11 and 12. Other options include that of voting in the office of the returning officer from February 4 to 8 and February 13 to 15 and voting by proxy.

To vote by proxy contact any returning officer to obtain and complete a proxy form for students. The form must be given to the returning officer in your home riding by either yourself or the proxy voter no later than Friday February 16.



## Comment

### Society fees peter out

A newly released Students' Society survey touches on the subject of an increase in Students' Society fees, something students are going to be hearing more about as the term goes on.

Many student politicians and paid Society executives feel that its budget just can't be stretched to accommodate inflation anymore. The society now charges only five dollars more to students than it did 16 years ago, and despite growing profits from expanding business interests this is not enough for the Students' Society to fund its clubs adequately, say those in the know.

Students will have to decide for themselves whether they want to pay more for the services the Students' Society offers; any proposed fee increase has to be put to a campus-wide vote.

There are valid reasons to vote yes—inflation has stretched the budgets of clubs and the union building itself to near the breaking point.

Inflation alone, however, is not a good enough reason to vote yes to a fee increase. The Students' Society appears at times to be a vast bureaucracy. Its offices are overflowing with people working away at jobs that didn't exist a year ago. It employs an executive director who makes more than \$30,000 a year, a comptroller whose salary is more than \$25,000 and a program director who earns somewhere in the \$20,000 range. The Students' Society spends more administering its clubs and activities than it does on the clubs and activities themselves.

Before deciding whether a fee increase is necessary students should take a look at whether the Students' Society is currently spending its money wisely or whether it has become an example of the Peter principle which states succinctly enough that, "work expands to fill the time you have to do it in".

In this case it often seems as if work expands to fill the hours of the people the Students' Society employs. And the salaries... Well, they expand too.

Ann Brocklehurst

## The McGill Daily

The McGill Daily is published five times a week by the Students' Society of McGill University, 3480 McTavish Street, Montreal. Editorial opinions expressed on these pages are those of the Daily staff and are not the official opinions of the Students' Society. Typset by SST Typesetting, 3480 McTavish, printed at Imprimerie Trans-Continentale, 433 Lebeau, Ville St. Laurent. The Daily is a founding member of Canadian University Press (CUP) and la Presse Etudiant du Québec (PEQ).

Mail subscriptions: \$15.00  
Editorial offices: 392-8955  
Advertising office: 392-8902

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News editors

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SCREW DRIVER. IT WILL  
MAKE AN IDEAL ADDITION  
TO MY TOOL BOX.



WHAT MECHANICAL GENIUS  
SCOOPED WITH THIS CLEVER  
INVENTION? IMAGINE, NOW  
ONE CAN SCREW WITH  
THE AID OF A FLASHLIGHT!



STILL, I PREFER TO DO  
THAT SORT OF THING  
IN THE DARK.



## Tuition fees

continued from page 1

autonomy given university administrations to set their own tuition fees through the option of a 10 percent increase.

"I was extremely surprised that the figure was as high as 10 percent," said McKillop. "What we have now is the distinct possibility of a two tier university system in Ontario."

The OFS Chairperson explained that the smaller Ontario universities will probably not increase tuition fees the extra 10 percent because it could result in a decline in enrolment. Meanwhile, he said, larger universities such as U of T, Queen's and Guelph would increase tuition fees in the belief that enrolment would not be affected. If enrolment did not decline at the larger universities then they would have more money than the rest and "a gap would develop between the major universities and the smaller ones."

"Picture this," outlined McKillop. "Universities would compete with each other for high school graduates, offering students cut rates in certain faculties, or advertising better professors. The community of scholars might also disintegrate since such competition is unbecoming of the academic community."

Jones called the system resulting from the tuition fee increase a "marketplace", but warned that U of T is not as oblivious to the threat of declining enrolment as they might believe. "At U of T they will have to think closely about instituting an additional 10 percent in the face of declining

enrolment," he commented. "I hope the university is aware of the inadequacies of the student aid system."

Prior to the tuition fee announcement, U of T President Dr. James Ham indicated in statements that he believes that university students should pay at least 20 percent of tuition costs. Although Ham's statements imply that U of T will raise tuition fees the additional percent, Jones pointed out that Ham has never provided a rationale for his statements on tuition fees. Jones believes that the university may not raise tuition the full 10 percent in addition to the original 7.5 percent increase.

While student representatives were upset about the increase in fees, the Council of Ontario Universities representing Ontario's university administrations had mixed feelings. Dr. Edward J. Monohan, Executive Director of the Council of Ontario Universities said, "Although this increase in the level of funding is a substantial improvement...it is still well below the projected rate of inflation."

Monohan added, "Although the universities have been given freedom to increase tuition fees by a further 10 percent, even if all did, this would still not close the gap of nearly \$20 million between what the Ontario Council on University Affairs (the government's advisory body) judges the universities need and what the government has granted."

## Dean tells all for \$2,000+

by Rick Boychuk

Convicted Watergate conspirator John Dean has accepted a paid invitation to speak at McGill on January 17 and controversy is already building.

The lecture, is being sponsored by the Debating Union, the Program Board and the Education Undergraduate Society (EUS) at a cost of 2,000 United States dollars plus expenses. The Arts and Science Undergraduate Society (ASUS), the Management

Undergraduate Society (MUS) and the Women's Union have refused to co-sponsor the speech for "moral and ethical reasons," said Debating Union spokesperson Peter MacArthur.

Said Graham McWaters, president of the MUS: "After reviewing the situation we felt the money could be better used for other things. We couldn't justify spending that amount of money for a crook with an old story."

Following the speech, titled "Unfinished Testimony—The Watergate Affair", Dean will

respond to questions from political science professor Harold Waller, economics professor Tom Velk and the audience.

Tickets for the lecture are available at Sadie's.

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# Referendum question clear but answer confusing

by Rick Goldman

The referendum question is very clear, but the answer may not be.

This was the majority view at a Tuesday night panel discussion on the future of relations between Quebec's francophone and non-francophone communities. The panel was made up of Pierre Bourgault, Henry Milner, Bob Keaton and Malcolm Reid.

Bourgault, longtime independentist and former President of the Rassemblement pour l'Indépendance Nationale, criticized the Parti Québécois government for not facing the issue.

"The question is clear and easy to understand, but it is the wrong question," said Bourgault.

"The choice to be made is between remaining in Canada or becoming independent. The Parti Québécois said previously that association is negotiable but sovereignty is not, yet the white paper claims association to be as indispensable as sovereignty. This is almost a refusal of our right to self-determination."

Keaton, former MCM city councillor, and Reid, author and newspaper columnist, agreed that the referendum mandate was weak and would be useless so long as the rest of Canada was unprepared to negotiate. Both, however, stated that the referendum campaign and the debate it generated would provide the people of Quebec with an unprecedented opportunity to express themselves.

The sole defender of the referendum question was Milner, President of the Committee of Anglophones for Sovereignty-Association. Milner said the question must be seen as "only the first step in a complex process of transition from one constitutional situation to another. This cannot be achieved in one dramatic step but must be realized through a long

evolutionary process."

Milner said that Ottawa could not ignore a yes vote in the referendum, contrary to what the other panelists had suggested.

Milner rejected the idea of a "special status" for Quebec within confederation stating that an arrangement based on unequal powers of provinces would be impractical to administer and unacceptable to the rest of the provinces.

"Canada is already the most decentralized federation possible. The central government cannot continue to govern if it relinquishes any more of its power."

Views were mixed on the future of the non-francophone community and culture after the referendum.

According to Milner, those who choose to stay will have a promising future in Quebec.

"The changes coming about in Quebec society will influence the English culture here and make it more exciting than ever," he said.

"Artists such as David Fennario will continue to emerge from this creative atmosphere."

Reid envisaged the necessity of "great cultural transformations" in order for the different cultures to live together. Deconfessionalization of the schools was one example he gave, stating that "it does not make sense for a republic to have a school system based on religion."

Bourgault, however, was pessimistic: "If I were a twenty-year-old anglophone in Quebec, and a creative person, I would leave for Toronto or New York, which offer an English milieu." He said that assimilation was always an alternative, but that English artists could not realistically expect the same opportunities in Quebec they could find elsewhere.

The problems that might arise from a close vote in the referendum were also

discussed by the panel.

According to Keaton, francophones should have no illusions by now as to the consistency of English voters. Bourgault pointed out that if the province's anglophones vote as expected, it would be necessary for at least 65 per cent of the francophones to vote yes, for the referendum to pass. Thus, he said, a yes vote of 47 or 48 per cent would mean that the referendum was defeated by the anglo vote. Bourgault said that this might lead to a "dangerous situation" and that he hoped "we either win by a large majority or lose by a large majority."



Pierre Bourgault; question is clear but it's not the right one.

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# Join the McGill Daily

Canada's only daily student newspaper needs reporters, writers, editors, photographers, lay-out artists and management types to keep the books.



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Next Wednesday, the 16th of January is **Daily day**. Editors will be in the office from ten in the morning until midnight to assign stories, talk to photographers and supervise lay-out and production. Stop by and get involved. The Daily needs you.



### CUP

continued from p. 1

The committee is to formulate a position paper based on the Daily's report on Anti-Apartheid Organizations on Campus, written and presented to the CUP conference by Rick Goldman, a member of the McGill Committee on Divestment, and a Daily delegate to the conference.

The major decision of internal business taken by the CUP conference was to launch a national magazine. With a projected circulation of 200,000 the as-yet-unnamed magazine will appear as an insert in CUP member papers, including the Daily, six times a year.

The magazine's purpose, as formulated at the conference, is to aid CUP in its role as "an

agent of social change assisting students in understanding and mobilizing against exploitation and injustice and emphasizing the rights and responsibilities of the student."

The first issue of the CUP magazine will be on campuses in September 1980.

## Today

McGill Friends of Albania: presents a photo and book display on Albania and information on the McGill Summer Tour to Albania. Redpath Undergraduate Library until January 13.

### Old McGill '80 Staff Meeting

January 11 • 5 p.m. • Yearbook Office  
Section editors must attend. Photographers, writers and artists interested in joining the staff should also come.

*That's 5 o'clock Friday in B-19. Be there.*

## INTRAMURAL SPORTS SCHEDULE

Winter Semester 1980

### Competitive Sports

	ENTRIES OPEN	ENTRIES CLOSED	CAPT. MEETING	PLAY BEGINS
Basketball II (M)	Jan. 10	Jan. 17	Jan. 17	Jan. 21
Basketball II (W)	Jan. 10	Jan. 17	Jan. 17	Jan. 22
Volleyball II (M)	Jan. 10	Jan. 16	Jan. 16	Jan. 24
Volleyball II (W)	Jan. 10	Jan. 16	Jan. 16	Jan. 23
Indoor Soccer (M)	Jan. 10	Jan. 17	Jan. 17	Jan. 19
Indoor Soccer (W)	Jan. 11	Jan. 21	Jan. 21	Jan. 22
Swimming (W)	Jan. 14	Jan. 24	—	Jan. 14
Floor Hockey (M)	Jan. 10	Jan. 21	Jan. 21	Jan. 23
Broomball (M)	Jan. 10	Jan. 17	Jan. 17	Jan. 20
Squash II (M) (Feb. 23)	Jan. 14	Jan. 23	—	Jan. 28
Squash II (M-W)	Jan. 14	Jan. 23	—	Jan. 28
Badminton (M-W)	Jan. 10	Jan. 17	—	Jan. 18

### CO-REC ACTIVITIES

Volleyball II	Jan. 10	Jan. 18	Jan. 18	Jan. 24
Waterpolo	Jan. 10	Jan. 21	Jan. 21	Jan. 22
Broomball	Jan. 10	Jan. 17	Jan. 17	Jan. 19

For Information Contact Your Intramural Rep.  
Or Intramural Office at 392-4730.



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Please call 392-8942 or 843-6634 to obtain advance-reading materials (only few pages!)
- 2) If you don't know anything about electronics, self-study program is available. Call us.
- 3) Good News to Americans: Effective January 21, any American amateur radio license may be used in Canada without notification to the Canadian Government.
- 4) And lots more happening at VE2UN - McGill Amateur Radio, Room 401, Union (3480 McTavish).

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## Director of Residences and Student Housing

As my colleagues are aware, the management of student residences on the McGill campus has been reorganized, and financial responsibility for all residences (including the Royal Victoria College) now lies with the Director of Residences and Student Housing. The first stage of the implementation of these changes has already been completed by Professor G.M. McSheffrey, who was appointed Acting Director for one year beginning June 1, 1979.

The University has set up an Advisory Committee so as to make a regular appointment to this post. It is hoped that the successful candidate will be one of the Residence Directors or the Warden of Royal Victoria College; failing this, we would prefer candidates to take on these residence responsibilities when such a position becomes available.

Nominations and applications are requested from the McGill Community. The Director should already hold an appointment at McGill, since the post is classified as half-time. To assist the Director there is a support staff for areas such as admissions, food services and accounting.

Further details about the post and about the conditions of employment may be obtained from the Vice-Principal (Academic), 845 Sherbrooke West, Room 524, extension 5330. Applications and/or nominations should be forwarded to his office as soon as possible but by February 15, 1979 at the latest. The appointment is to take effect June 1, 1980.